Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 STATE 266429
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM:BIC:OIM:MRD:SAKELLER
APPROVED BY EB/OCA/SPHARRIS
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FM SECSTATE WASHDC
TO AMEMBASSY LONDON
INFO AMCONSUL AMSTERDAM
AMEMBASSY BONN
AMCONSUL MILAN
AMEMBASSY PARIS

UNCLAS STATE 266429

E.O. 11652: N/A

TAGS: BBSR, UK, NL, GW, IT, FR

SUBJECT: OPERATIONS MARKET RESEARCH - AVIONICS, AIRCRAFT COMPONENTS AND AIRPORT EQUIPMENT

1. COMMERCE REQUIRES THE SUBJECT RESEARCH ON MARKETS IN FRANCE, GERMANY, ITALY AND THE NETHERLANDS TO SUPPORT U.S. PARTICIPATION IN THE JUNE 1979 PARIS AIR SHOW. THE RESEARCH IS NEEDED BY FEBRUARY 1, 1978.

2. ALAN STRATFORD ASSOCIATES, LONDON, SPECIALISTS IN
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PAGE 02 STATE 266429

AIRCRAFT/AVIONICS INDUSTRIES MARKET RESEARCH, CONDUCTED GLOBAL MARKET RESEARCH ON THIS THEME IN SEVEN COUNTRIES DURING 1974 AND 1975, INCLUDING GERMANY, FRANCE, AND ITALY.

3. BECAUSE OF STRATFORD'S SPECIAL QUALIFICATIONS AND EXPERIENCE IN CONDUCTING COMMERCE MARKET RESEARCH,

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COMMERCE BELIEVES THIS FIRM TO BE IN THE BEST POSITION
TO SUPPLY RESPONSIVE UPDATED REPORTS ON THE ORIGINAL
THREE COUNTRIES AND ALSO TO PROVIDE A STUDY ON THE
NETHERLANDS. IT IS THE INTENT TO USE THE ORIGINAL SPEC-
FICATIONS ALTHOUGH CONSIDERATION IS BEING GIVEN TO ADDING
A NEW PRODUCT CATEGORY: AIRCRAFT COMPONENTS INCLUDING

ENGINES AND PARTS, HYDRAULIC/ELECTRIC OPERATORS AND
PARTS, AND SERVOS AND PARTS. CONSIDERING STRATFORD'S
EXPERTISE IN THIS AREA, THE FIRM SHOULD BE ABLE TO
MAKE A RECOMMENDATION ON THE ADVISABILITY AND RATIONALE
FOR INCLUDING OR EXCLUDING THE NEW PRODUCT CATEGORY,
CONSIDERING THE SIZE OF THE MARKET AND THE NUMBER OF
U.S. PRODUCERS. STRATFORD'S PROPOSED PRICE SHOULD
INDICATE SEPARATELY THE ADDITIONAL COST OF INCLUDING
THE NEW PRODUCT CATEGORY IN THE RESEARCH. IT IS
ASSUMED THAT STRATFORD AND THE POST HAVE COPIES OF
THE ORIGINAL SPECIFICATIONS ON FILE.

4. WOULD APPRECIATE POST CONTACTING STRATFORD TO
NEGOTIATE SOLE SOURCE BID, WAIVING COMPETITIVE BIDDING
PROCEDURES IN THE BEST INTERESTS OF THE U.S. GOVERNMENT.
CONSIDERING THE REPETITIVE NATURE OF THE RESEARCH IN
REGARD TO THE THREE COUNTRIES PREVIOUSLY SURVEYED,
COMMERCE BELIEVES A REASONABLE PRICE FOR ALL FOUR
STUDIES SHOULD NOT EXCEED TWENTY THOUSAND U.S. DOLLARS,
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OUR BUDGETARY LIMIT. IF STRATFORD PROPOSES A LARGER
AMOUNT, COMMERCE WOULD BE OBLIGED TO SEEK ALTERNATIVES.

5. POST IS REQUESTED TO PROCEED ON THE ABOVE AND
ADVISE COMMERCE ON THE RESULTS. FUNDS WILL BE AUTHORIZED
UPON RECEIPT OF AN ACCEPTABLE PROPOSED PRICE FROM
STRATFORD. VANCE

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Message Attributes

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Disposition Approved on Date:
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Executive Order: N/A
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TAGS: BBSR, UK, NL, GE, IT, FR
To: LONDON
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